CONSUMER SENSORY TESTING FOR PRODUCT DEVELOPMENT

Anna V. A. Resurreccion



Howard R. Moskowitz, Alejandra M. Muñoz, Maximo C. Gacula, Jr.

Consumer Sensory Testing for Product Development Anna V. A. Resurreccion, 1998 Consumer Sensory Testing for Product Development was written as a reference book for beginning sensory scientists food industry technical personnel university and government researchers involved in product quality evaluations consumer affective tests and product research and development and individuals involved in consumer and market research Jacket Sensory and Consumer Research in Food Product Design and Development Howard R. Moskowitz, Jacqueline H. Beckley, Anna V. A. Resurreccion, 2012-04-03 During the past thirty years companies have recognized the consumer as the key driver for business and product success This recognition has in turn generated its own drivers sensory analysis and marketing research leading first to a culture promoting the expert and then evolving into the systematic acquisition of consumer relevant information to build businesses Sensory and Consumer Research in Food Product Design and Development is the first book to present from the business viewpoint the critical issues faced by business leaders from both the research development and business development perspective This popular volume now in an updated and expanded second edition presents a unique perspective afforded by the author team of Moskowitz Beckley and Resurrection three leading practitioners in the field who each possess both academic and business acumen Newcomers to the field will be introduced to systematic experimentation at the very early stages to newly emerging methods for data acquisition knowledge development and to points of view employed by successful food and beverage companies The advanced reader will find new ideas backed up by illustrative case histories to provide another perspective on commonly encountered problems and their practical solutions. This book is aimed at professionals in all sectors of the food and beverage industry Sensory and Consumer Research in Food Product Design and Development is especially important for those business and research professionals involved in the early stages of product development where business opportunity is often the greatest Handbook of Food Science, Technology, and Engineering Yiu H. Hui, 2006

Handbook of Food Science, Technology, and Engineering - 4 Volume Set Y. H. Hui, Frank Sherkat, 2005-12-19

Advances in food science technology and engineering are occurring at such a rapid rate that obtaining current detailed information is challenging at best While almost everyone engaged in these disciplines has accumulated a vast variety of data over time an organized comprehensive resource containing this data would be invaluable to have The Viewpoints and Controversies in Sensory Science and Consumer Product Testing Howard R. Moskowitz, Alejandra M. Muñoz, Maximo C. Gacula, Jr., 2008-06-02 The authors skillfully present different approaches to the same problem and even different ways to look at the same type of data If you have ever been stumped by a controversy in product assessment the design of studies or the analysis of data you will find the answer in this book Open Innovation in the Food and Beverage Industry Marian Garcia Martinez, 2013-01-22 Food and beverage companies are increasingly choosing to enhance internal idea development by pursuing an open innovation approach allowing the additional exploitation of external ideas and paths to market Drawing

on a range of important case studies Open innovation in the food and beverage industry investigates the challenges and opportunities afforded by the incorporation of open innovation into the food industry Part one provides a comprehensive overview of the changing nature of innovation in the food and drink industry acknowledging trends and considering the implications and impact of open innovation Part two then reviews the role of partners and networks in open innovation with collaboration co creation of value with consumers the effectiveness of cluster organizations and the importance of network knowledge all discussed before part three goes on to explore the establishment and varied management aspects of open innovation partnerships and networks Finally open innovation tools processes and managerial frameworks are the focus of part four with discussion of the development application and psychology of a range of initiatives With its distinguished editor and international team of expert contributors Open innovation in the food and beverage industry is a unique guide to the implementation and management of open innovation for all food industry professionals involved in management research and product development as well as academics with an interest in open innovation across all industries Investigates the challenges and opportunities afforded by the incorporation of open innovation into the food industry Provides a comprehensive overview of the changing nature of innovation in the food and drink industry and reviews the role of partners and networks in open innovation Explores the establishment and varied management aspects of open innovation partnerships and networks and discusses the development application and psychology of a range of initiatives Sensory Evaluation Practices Herbert Stone, Rebecca N. Bleibaum, Heather A. Thomas, 2020-10-18 Sensory Evaluation Practices Fifth Edition presents the latest developments and methods of sensory evaluation including those on the front end of innovation consumer acceptance preference multivariate statistical analysis discrimination testing descriptive analysis sensory claims substantiation for advertising and information management Additionally related social psychological methods such as laddering design thinking emotional profiling and applications of qualitative and consumer co creation and immersive techniques are explored This book will be an ideal reference for sensory professionals technical managers product specialists and research directors in the food beverage cosmetics and other consumer products industries of all sizes Emphasizes the importance of scientific sensory methodology used to measure and understand consumer perception Illustrates the importance of planning managing and communicating product sensory information in a way that is actionable to developers marketers and legal counsel Presents how sensory science is becoming more influential at the front end of innovation Discusses measurement the design of experiments and how to understand key sensory drivers that most influence consumers Explores the global nature of products and how companies can benefit by having fundamental training programs in sensory and consumer science Contains demonstrated methods for test selection application and measurement and testing with the right consumer including more typical usage environments Includes worked examples for interpreting and displaying results Features a new chapter on how to get your research published **Deep Data Analytics for New Product Development**

Walter R. Paczkowski, 2020-02-19 This book presents and develops the deep data analytics for providing the information needed for successful new product development Deep Data Analytics for New Product Development has a simple theme information about what customers need and want must be extracted from data to effectively guide new product decisions regarding concept development design pricing and marketing The benefits of reading this book are twofold The first is an understanding of the stages of a new product development process from ideation through launching and tracking each supported by information about customers The second benefit is an understanding of the deep data analytics for extracting that information from data These analytics drawn from the statistics econometrics market research and machine learning spaces are developed in detail and illustrated at each stage of the process with simulated data The stages of new product development and the supporting deep data analytics at each stage are not presented in isolation of each other but are presented as a synergistic whole This book is recommended reading for analysts involved in new product development Readers with an analytical bent or who want to develop analytical expertise would also greatly benefit from reading this book as well as students in business programs American Book Publishing Record Cumulative 1998 R R Bowker Publishing, 1999-03 Witthayāsān Kasētsārt ,2012-12 Salt, Fat and Sugar Reduction Maurice O'Sullivan, 2020-03-10 Salt Fat and Sugar Reduction Sensory Approaches for Nutritional Reformulation of Foods and Beverages explores salt sugar fat and the current scientific findings that link them to diseases The sensory techniques that can be used for developing consumer appealing nutritional optimized products are also discussed as are other aspects of shelf life and physicochemical analysis consumer awareness of the negative nutritional impact of these ingredients and taxes and other factors that are drivers for nutritional optimization This book is ideal for undergraduate and postgraduate students and academics food scientists food and nutrition researchers and those in the food and beverage industries Handbook of Meat and Meat Processing, Second Edition Y. H. Hui, 2012-01-11 Retitled to reflect expansion of coverage from the first edition Handbook of Meat and Meat Processing Second Edition contains a complete update of materials and nearly twice the number of chapters Divided into seven parts the book covers the entire range of issues related to meat and meat processing from nutrients to techniques for preservation and extending shelf life Topics discussed include An overview of the meat processing industry The basic science of meat with chapters on muscle biology meat consumption and chemistry Meat attributes and characteristics including color flavor quality assessment analysis texture and control of microbial contamination The primary processing of meat including slaughter carcass evaluation and kosher laws Principles and applications in the secondary processing of meat including breading curing fermenting smoking and marinating The manufacture of processed meat products such as sausage and ham The safety of meat products and meat workers including sanitation issues and hazard analysis Drawn from the combined efforts of nearly 100 experts from 16 countries the book has been carefully vetted to ensure technical accuracy for each topic This definitive guide to meat and meat products it is a critical tool for all food

industry professionals and regulatory personnel Sustainable Protein Production and Consumption: Pigs or Peas? Harry Aiking, Joop de Boer, Johan Vereijken, 2006-10-12 Sustainable Protein Production and Consumption Pigs or Peas is a book that presents and explores the PROFETAS programme for development of a more sustainable food system by studying the feasibility of substituting meat with plant based alternatives The emphasis is on improving the food system by reducing the use of energy land and freshwater at the same time limiting the impacts on health and animal welfare associated with intensive livestock production It is clear that such a new perspective calls not only for advanced environmental and technological research but also for in depth societal research as the acceptance of new food systems is critically contingent on perceptions and attitudes of modern consumers In this unique multidisciplinary setting PROFETAS has opened up pathways for a major transition in protein food production and consumption not by just analyzing the food chain but rather by exploring the entire agricultural system including biomass for energy production and the use of increasingly scarce freshwater resources The study presented here is intended to benefit every stakeholder in the food chain from policymakers to consumers and it offers guiding principles for a transition towards an ecologically and socially sustainable food system from a multi level perspective Guidelines for Sensory Analysis in Food Product Development and Quality Control David H. Lyon, Mariko A. Francombe, Terry A. Hasdell, 2012-12-06 Sensory analysis is not new to the food industry but its application as a basic tool in food product development and quality control has not been given the recognition and acceptance it deserves This we believe is largely due to the lack of understanding about what sensory analysis can offer in product research development and marketing and a fear that the discipline is too scientific to be practical To some extent sensory scientists have perpetuated this fear with a failure to recognize the constraints of industry in implementing sensory testing procedures These guidelines are an attempt to redress the balance Of course product tasting is carried out in every food company it may be the morning tasting session by the managing director competitor comparisons by the marketeers tasting by a product expert giving a quality opinion comparison of new recipes from the product development kitchen or on line checking during pro duction Most relevant though is that the people respon sible for the tasting session should know why the work is being done and fully realize that if it is not done well then the results and conclusions drawn and their implications are likely to be misleading If through the production of these guidelines we have influenced some people suffi ciently for them to re evaluate what they are doing and why we believe our efforts have been worthwhile Current **Developments in Biotechnology and Bioengineering** Ashok Pandey, Guocheng Du, Maria Ángeles Sanromán, Carlos Ricardo Soccol, Claude-Gilles Dussap, 2016-09-19 Current Developments in Biotechnology and Bioengineering Food and Beverages Industry provides extensive coverage of new developments state of the art technologies and potential future trends compiled from the latest ideas across the entire arena of biotechnology and bioengineering This volume reviews current developments in the application of food biotechnology and engineering for food and beverage production As there

have been significant advances in the areas of food fermentation processing and beverage production this title highlights the advances in specific transformation processes including those used for alcoholic beverage and fermented food production Taking a food process and engineering point of view the book also aims to select important bioengineering principles highlighting how they can be quantitatively applied in the food and beverages industry Contains comprehensive coverage of food and beverage production Covers all types of fermentation processes and their application in various food products Includes unique coverage of the biochemical processes involved in beverages production Fruit and Vegetable Quality Robert L. Shewfelt, Bernhard Bruckner, 2000-04-18 Improved quality requires integration across business functions and scientific disciplines Based on this premise Fruit and Vegetable Quality An Integrated View presents 15 unique perspectives on achieving greater quality and guidance for a more integrated approach to postharvest handling and fruit and vegetable research Designed for anyo Science and Technology of Enrobed and Filled Chocolate, Confectionery and Bakery **Products** Geoff Talbot, 2009-06-26 Enrobed and filled confectionery and bakery products such as praline style chocolates confectionery bars and chocolate coated biscuits and ice creams are popular with consumers The coating and filling can negatively affect product quality and shelf life but with the correct product design and manufacturing technology the characteristics of the end product can be much improved This book provides a comprehensive overview of quality issues affecting enrobed and filled products and strategies to enhance product quality Part one reviews the formulation of coatings and fillings with chapters on key topics such as chocolate manufacture confectionery fats compound coatings and fat and sugar based fillings Product design issues such as oil moisture and ethanol migration and chocolate and filling rheology are the focus of Part two Shelf life prediction and testing are also discussed Part three then covers the latest ingredient preparation and manufacturing technology for optimum product quality Chapters examine tempering enrobing chocolate panning production of chocolate shells and deposition technology With its experienced team of authors Science and technology of enrobed and filled chocolate confectionery and bakery products is an essential purchase for professionals in the chocolate confectionery and bakery industries Provides a comprehensive review of quality issues affecting enrobed and filled products Reviews the formulation of coatings and fillings addressing confectionery fats compound coatings and sugar based fillings Focuses on product design issues such as oil moisture and chocolate filling rheology **Taints and Off-Flavours in Foods** B Baigrie, 2003-04-02 Off flavours and taints are defined as unpleasant odours or tastes the first resulting from the natural deterioration of a food the second from its contamination by some other chemical Both are major problems for the food industry With its distinguished editor and international team of contributors this important collection describes some of the most important causes of taints and off flavours how they can be identified and dealt with The book begins with chapters on sensory and instrumental methods for detecting and analysing taints and off flavours in food There are chapters on two of the most common causes of taints packaging and residues from cleaning and disinfection A number of chapters discuss the various causes of off flavours from those caused by microbial action and oxidation to those caused by the Maillard reaction and interactions between food components With its authoritative coverage Taints and off flavours in food is a standard work for the food industry Describes some of the most important causes of taints and off flavours in food and outlines how they can be identified and dealt with Reviews the major causes of taints and off flavours from oxidative rancidity and microbiologically derived off flavours to packaging materials as a source of taints Discusses the range of techniques for detecting taints and off flavours from sensory analysis to instrumental techniques including the development of new rapid on line sensors **Nutrition Abstracts and Reviews**,1993 *New Technical Books* New York Public Library,1991

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